



INTERNATIONAL COUNTER OF ALGERIAN PRODUCTS

let us value, protect, and promote
algerian products in all their
forms.

2025

SERVICE OFFER



Indeed, the success of algerian products in establishing a strong presence in markets is the direct result of a set of interconnected factors.

these products combine high quality with competitiveness, reflecting the evolution of the country's industrial and commercial standards. this is largely due to the economic policy adopted by the state, expressed through the sustained efforts of the government and the strategic directives of the president of the republic, as well as the implementation of clear support mechanisms via the ministry of trade and industry, and the strengthening of openness through the channels of economic diplomacy.

this integrated approach has helped create a favorable economic and investment environment, enabling the emergence of innovative projects capable of adapting to market demands, thus facilitating the transition from the idea stage to concrete implementation.

in this context, our project stands as an extension of this national dynamic.

it is dedicated to enhancing, protecting, and promoting algerian products in all their forms, while striving to build an autonomous national industrial fabric.

this orientation is based on structured collaborative work, under the supervision of the international counter for algerian products and its network of branches around the world, thereby reinforcing the international presence of the "made in algeria" label and giving it a long-term strategic dimension.

Kamel Behlouli Founder / Director

SARL ICAP INTERNATIONAL COUNTER OF ALGERIAN PRODUCTS

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WHO WE ARE

ALGERIA'S GATEWAY TO GLOBAL MARKETS.



at the international counter for algerian products, we lead a pioneering initiative aimed at promoting, enhancing, and protecting algerian products, while working to build an integrated industrial and commercial network that connects local capabilities with international markets.

through advanced marketing strategies and extensive distribution networks, we showcase the quality and unique diversity of algerian products, while expanding their reach through strategic partnerships with leading companies and distributors in europe, asia, africa, and north america.

our efforts cover various sectors: industry, services, tourism, handicrafts, culture, and agriculture, ensuring a strong presence in foreign markets, a direct contribution to sustainable development, and the opening of new opportunities for investors and consumers in a dynamic and evolving economic environment.

join us in this exciting journey as we work to promote algerian products through our unique and central one-stop platform in algeria. in collaboration with our local partners, international branches, and with the active involvement of the algerian diaspora, we move forward under the name "international counter of algerian products" toward success and excellence.

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OUR MISSIONS

01

COORDINATION & PARTNERSHIPS

1. SUPPORTING THE INVESTOR FROM THE INITIAL IDEA THROUGH TO THE PRODUCTION PHASE, AND CONDUCTING PRODUCT EXPERTISE.
2. COORDINATION AMONG PRODUCERS AND IDENTIFICATION OF COLLABORATION OPPORTUNITIES
3. CREATION OF AN INDUSTRIAL NETWORK BETWEEN PARTNERS
4. COLLECTIVE EXPORT, DISTRIBUTION, AND COMMERCIAL MEDIATION BETWEEN NATIONAL AND INTERNATIONAL PARTNERS
5. INVOLVING PROJECT LEADERS AND START-UPS IN ALL SERVICES PROVIDED BY THE INTERNATIONAL COUNTER FOR ALGERIAN PRODUCTS AND ITS BRANCHES (SERVICE EXPORTS)
6. LEVERAGING ALL OPPORTUNITIES ABROAD TO ACHIEVE ALL STATED OBJECTIVES

02

PROMOTION & MARKETING OF ALGERIAN PRODUCTS

1. PRESENTATION OF ALGERIAN PRODUCTS THROUGH THE CENTRAL COUNTER AND ITS BRANCHES ABROAD
2. PROMOTION OF ALL TYPES AND CATEGORIES OF ALGERIAN PRODUCTS
3. EFFECTIVE POSITIONING IN FOREIGN MARKETS
4. PROTECTION, MONITORING, AND ENHANCEMENT OF ALGERIAN PRODUCTS
5. INVOLVEMENT OF THE ALGERIAN DIASPORA IN PROMOTING AND CONSUMING ALGERIAN PRODUCTS AT AFFORDABLE PRICES
6. UNIFIED AND COLLECTIVE ADVERTISING, AND ORGANIZATION OF JOINT ECONOMIC EVENTS UNDER THE COUNTER'S UMBRELLA

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03

DISTRIBUTION & LOGISTICS

1. ESTABLISHMENT OF AN EXTERNAL DISTRIBUTION NETWORK DEDICATED TO ALGERIAN PRODUCTS, WITH SUPPORT FOR MANUFACTURERS FROM DESIGN TO MARKET POSITIONING
2. SEARCH FOR EFFICIENT LOGISTICAL AND TRANSPORTATION SOLUTIONS
3. AGREEMENTS WITH VARIOUS TRANSPORT COMPANIES: MARITIME, AIR, AND RAIL
4. AGREEMENTS WITH VARIOUS PORTS
5. AGREEMENTS WITH VARIOUS FREIGHT COMPANIES, FORWARDERS, AND INSURANCE PROVIDERS

04

SERVICES PROVIDED BY THE COUNTER

1. ADMINISTRATIVE AND COMMERCIAL REPRESENTATION OF PARTNERS
2. INVOICE COLLECTION
3. WORK ON UNIFIED INSURANCE, COMMERCIAL REPRESENTATION, AND PROTECTION OF NATIONAL INTERESTS
4. GUARANTEE OF COMMERCIAL OPERATIONS CARRIED OUT VIA THE COUNTER AND SUPPORT AT EVERY STAGE
5. THE COUNTER IS CONSIDERED A ONE-STOP SHOP FOR MULTIPLE SERVICES AND A DIGITAL PLATFORM FOR SHOWCASING AND MARKETING ALGERIAN PRODUCTS
6. CONDUCTING ECONOMIC ANALYSES AND MARKET STUDIES TO IDENTIFY OPPORTUNITIES FOR ENTERING NEW FOREIGN MARKETS



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OUR OBJECTIVES

01

ENHANCEMENT & PROTECTION OF ALGERIAN PRODUCTS

1. ENHANCEMENT OF ALGERIAN PRODUCTS:

the counter aims to provide initial expertise on the form, value, and material components of algerian products, in addition to offering the necessary corrective solutions to boost their value and increase their attractiveness in global markets.

2. PROTECTION OF ALGERIAN PRODUCTS:

the counter seeks to protect algerian products from damage, counterfeiting, and unauthorized imitations by implementing an effective and sophisticated monitoring system through its network, thus ensuring their safety and quality.

02

MARKET ACCESS & INTERNATIONAL EXPANSION

1. GEOGRAPHIC EXPANSION OF ALGERIAN PRODUCTS AT COMPETITIVE PRICES:

the counter aims to expand the presence of algerian products in new markets and offer them at competitive prices to increase their chances of success and long-term stability in global markets.

2. GUARANTEE OF BUSINESS OPERATIONS VIA THE COUNTER:

the counter strives to ensure the security and success of business transactions by offering its services and providing the necessary financing and insurance solutions.

3. ESTABLISHMENT OF AN INTERNATIONAL DISTRIBUTION AND MARKETING NETWORK FOR ALGERIAN PRODUCTS:

the counter works on building an integrated international distribution and marketing network for algerian products to increase their reach and ensure their safe and protected access to global markets.

4. PROMOTING TOURISM IN ALGERIA:

we highlight algeria's remarkable tourist sites and unique experiences. we also organize cultural and tourism events that combine the country's rich local culture with high-quality tourism experiences, with full support from our exceptional local partners.

03

INSTITUTIONAL COOPERATION & LEGAL FRAMEWORK

1. COLLABORATION WITH THE MINISTRY OF TRADE, INDUSTRY, AND ECONOMIC DIPLOMACY:

the counter works to strengthen cooperation with relevant government authorities to support and facilitate the marketing of algerian producers' products in global markets.

2. COMPLY WITH THE LAWS AND BENEFIT FROM THE INCENTIVES AND ADVANTAGES PROVIDED BY ALGERIA.

le comptoir peut soutenir et représenter les producteurs locaux qui y sont contractuellement affiliés auprès des administrations algériennes et des différentes instances, dans l'application des lois et la mobilisation collective des incitations et aides offertes par l'état algérien, contribuant ainsi à renforcer le développement économique durable et à garantir le respect des accords commerciaux internationaux.

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3. REDUCING PRESSURE ON ADMINISTRATIVE SERVICES:

the counter helps reduce the burden on administrative services related to foreign trade by representing its contractors and supporting them throughout the administrative procedures.

4. COOPERATION WITH BANKS AND FINANCIAL AUTHORITIES ON ECONOMIC INFORMATION.

5. TRANSPARENCY OF TRANSACTIONS AT THE INTERNATIONAL COUNTER FOR ALGERIAN PRODUCTS, UNDER THE SLOGAN "WIN-WIN."

04

TRAINING & SUPPORT FOR NATIONAL ACTORS

1. TRAINING FOR ALGERIAN MANUFACTURERS:

the counter offers training and development programs for algerian manufacturers to strengthen and enhance their competitiveness in international markets.

2. ACTIVE PARTICIPATION AND INCUBATION OF STARTUPS IN THE PROJECT AND EXPORT OF THEIR PRODUCTS.

3. CONTRACTING WITH SELF-EMPLOYED ENTREPRENEURS TO PARTICIPATE IN THE PROJECT.

4. FULL ASSISTANCE FOR FOREIGN INVESTORS:

we provide complete support to foreign investors to help them discover promising opportunities and guide them throughout the investment process.

in addition, we are committed to finding reliable local partners to enhance the success of joint projects.

05

DIGITALIZATION & ONLINE PLATFORM

1. CARRYING OUT ALL TRANSACTIONS THROUGH THE COUNTER'S DIGITAL PLATFORM.

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PROJECT ACTORS

01 INSTITUTIONAL SUPPORT & GOVERNANCE



UNDER THE LEADERSHIP OF THE PRESIDENT OF THE REPUBLIC.

under the high patronage of his excellency the president of the republic, the state pursues, within the framework of its prudent policy, a strategic approach aimed at encouraging the export of algerian products outside the hydrocarbon sector, by establishing effective mechanisms to support this direction and enhance the competitiveness of the national economy at both regional and international levels, while giving special attention to such projects and ensuring their support to guarantee their success and sustainability.



MINISTRY OF INDUSTRY AND MINISTRY OF TRADE

the two ministries play a pivotal role in enacting regulatory laws that support algerian manufacturers and in enhancing their capacities to export and access international markets, by contributing to the guidance and supervision of such projects, as well as providing the necessary support and direction for their success.



ALGERIAN ECONOMIC DIPLOMACY (EXTRATERRITORIAL ASSISTANCE):

economic diplomacy provides international support to facilitate the work of stakeholders in the field, particularly intellectual initiatives and promotional projects for algerian products, while strengthening the role and contribution of the algerian diaspora abroad.

02 NON-GOVERNMENTAL SUPPORT

ASSOCIATIONS AND PROFESSIONAL ORGANIZATIONS, ECONOMIC COUNCILS, AND NATIONAL CHAMBERS OF COMMERCE, INDUSTRY, AGRICULTURE, TOURISM, AND CRAFTS, AS WELL AS CULTURAL ORGANIZATIONS.

it provides support and assistance to guide policies and equip the project with the necessary resources to achieve its objectives, as well as to sign agreements with the international counter for algerian products.

03 BANKS AND INSURANCE COMPANIES

ALGERIAN BANKS AND INSURANCE COMPANIES:

they provide the necessary financial and insurance services to ensure the continuity of the project and protect its interests, in collaboration with the algerian company for insurance and export guarantee (cagex).



showroom type

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04

FISCAL & CUSTOMS SUPPORT

CUSTOMS AND TAX SERVICES:

they play an important role in creating a favorable environment by facilitating fiscal and customs advantages that encourage the implementation of the project.

06

PRODUCTIVE & CREATIVE ECOSYSTEM

ADVERTISING NETWORKS, PROJECT INITIATORS, STARTUPS, SELF-EMPLOYED ENTREPRENEURS, ARTISANS, ARTISTS, AND PRODUCER COOPERATIVES:

they are key partners in the project's success, bringing innovation, creativity, and productive capacity to the initiative.

05

LOGISTICS & TRANSPORT

PORTS AND TRANSPORT COMPANIES:

they help facilitate export operations and provide transportation services in collaboration with the national agency for the promotion of foreign trade (algex) and the special fund for export promotion.



CONCLUSION

in line with the directives of the president of the republic and his prudent policy, and through the cooperation of all parties and partners, our project receives support and assistance to guide policies and provide it with the necessary resources to achieve its objectives, thereby ensuring the stability needed to realize the ambitions of algerian manufacturers in international markets.

BRANCHES



Sierra Leone



Slovenia



Qatar



Lybia



Congo
Brazzaville



Congo
Kinshasa



Iraq



England



Guinea
(Conakry)



Mouritania



Saudi Arabia



South Africa



Canada



Usa



Oman



Ivory Coast

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METHOD OF WORK

A PRECISE, EFFECTIVE, AND LOW-COST OPERATIONAL STRATEGY HAS BEEN ADOPTED, SPECIFICALLY TAILORED FOR OUR CONTRACTED PARTNERS.

WE WORK EXCLUSIVELY WITH MANUFACTURERS AND HOLDERS OF EXCLUSIVE MARKETING RIGHTS FOR THE PRODUCTS.

AMONG THE REQUIREMENTS SET BY THE INTERNATIONAL COUNTER FOR ALGERIAN PRODUCTS, PRODUCT EXPERTISE AND THOROUGH EVALUATION ARE ESSENTIAL, FOCUSING ON DESIGN, COMPONENTS, AND PRODUCT ENHANCEMENT PROCESSES, IN ACCORDANCE WITH ALGERIAN AND INTERNATIONAL LAWS.

01

CONTRACTS & SERVICES FOR PARTNERS

WE OFFER A WIDE RANGE OF CONTRACTUAL AGREEMENTS WITH LOCAL PARTNERS (PRODUCT OWNERS), INCLUDING:

- product presentation
- promotion
- commercial mediation
- export and distribution services and direct export to the final buyer via our global network

all products benefit from dedicated protection provided by the trade desk.

02

DIGITAL INTEGRATION & COMMERCIALIZATION

UPON JOINING, THE PARTNER IS IMMEDIATELY REGISTERED ON THE TRADE DESK'S DIGITAL PLATFORM, ALLOWING THE PRODUCT TO BE MARKETED ACROSS ALL OF ITS INTERNATIONAL BRANCHES.

OUR MARKETING POLICY IS DEMAND-BASED. WE DO NOT STORE GOODS IN OUR INTERNATIONAL WAREHOUSES, EXCEPT IN CASES OF:

- grouped export operations
- significant increase in orders

03

SHOWCASES & INTERNATIONAL VISIBILITY

EACH PARTNER RECEIVES AT LEAST TWO PRODUCT SHOWCASES:

- one in the central exhibition hall
- another in one of the trade desk branches located in the target country or based on market demand

04

ADDITIONAL PARTNER SERVICES

PARTNERS ALSO BENEFIT FROM A COMPREHENSIVE RANGE OF SERVICES, INCLUDING:

- advertising through dedicated digital pavilions
- collective advertising campaigns
- product presentation and sales at international branches
- support from professional local marketers
- uploading of a custom digital catalog
- listing in the official trade desk product catalog
- access to the online store
- administrative representation
- full digital tracking of all procedures for fast and efficient execution



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DEVELOPMENT PLAN



WE HAVE A STRATEGIC DEVELOPMENT PLAN IN PLACE, TO BE IMPLEMENTED ONCE OUR POSITIONING IS FIRMLY ESTABLISHED IN INTERNATIONAL MARKETS AND OUR INITIAL OBJECTIVES HAVE BEEN ACHIEVED.



A THOUGHTFULLY DESIGNED GROWTH STRATEGY

the company is developing a meticulously crafted strategy aimed at:

- sustaining algerian products in already acquired markets,
- expanding into new markets over the medium and long term.

this strategy will be unveiled gradually, in alignment with the achievement of our predefined goals.



DATA-DRIVEN MARKET ANALYSIS

the plan is based on:

- a thorough analysis of current and potential markets,
- extensive data and in-depth research,
- a strong commitment to ensuring both commercial success and long-term sustainability.



STRATEGIC EXPANSION PILLARS

the international expansion strategy includes:

- strengthening the algerian brand,
- improving product quality,
- continue innovating and responding to the evolving needs of international customers.



SUSTAINABLE GROWTH AND MARKET RESPONSIVENESS

with this strategy, we aim to:

- achieve sustainable growth,
- increase the market share of algerian products on the global stage,
- continue innovating and responding to the evolving needs of international clients.

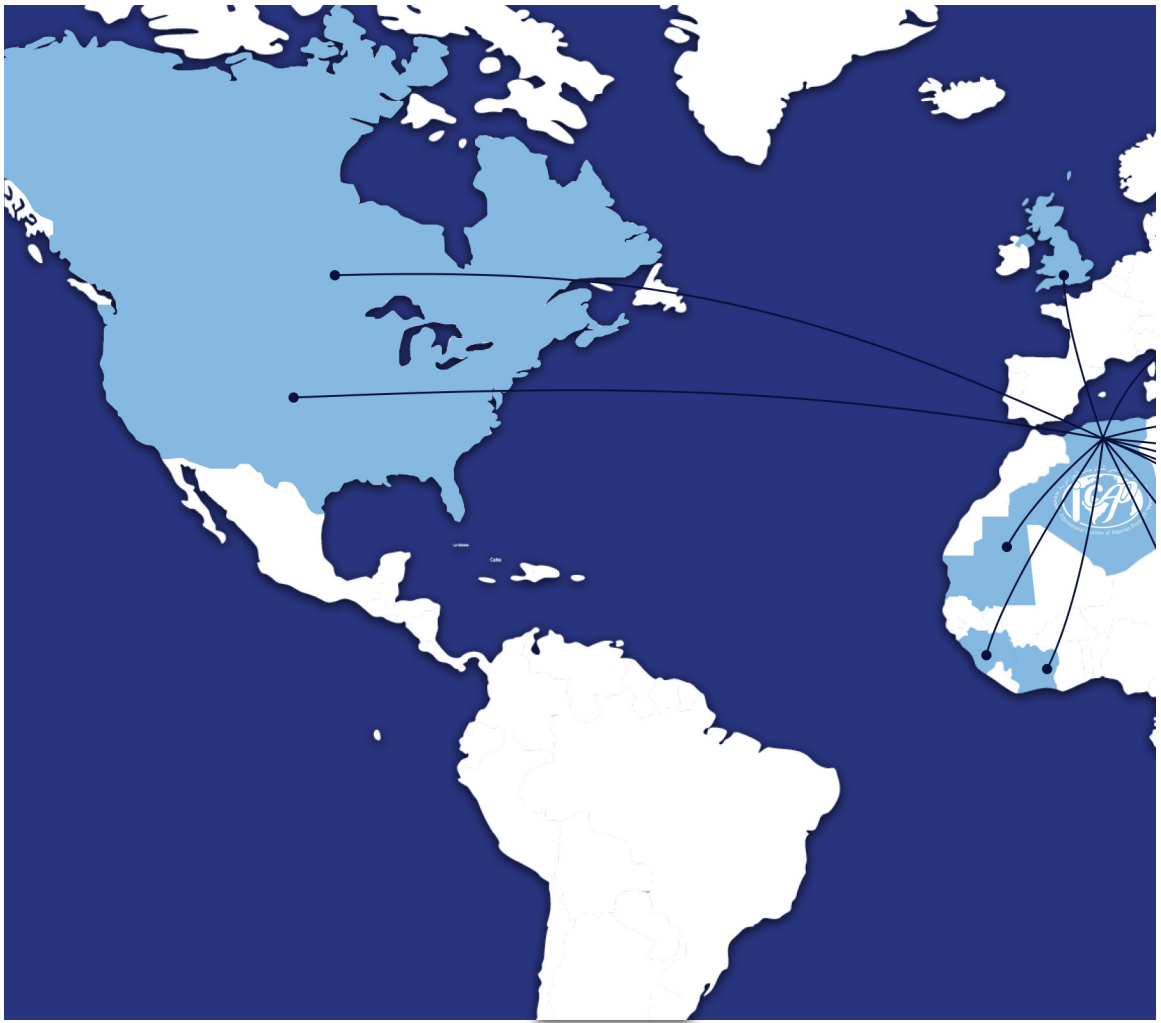
this strategy will be gradually revealed, in line with the achievement of predefined objectives and its carefully planned, phased implementation, while remaining adaptable to market changes and emerging challenges.



showroom type

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PARTNERS



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CONTRIBUTORS



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